

contact

DEIRDRE PEASE

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professional skills

- Detail oriented
- Professional
- Excellent communication skills
- Analytical skills to forecast and identify trends and challenges
- Fluent in both Spanish and English

experience

- Photoshop
- Illustrator
- InDesign
- Rush
- Dreamweaver and HTML coding
- Power Point, Word
- PC and MAC

personal

- Painting and drawing
- Taking classes at the local college
- Running and cycling
- Hanging out with family and friends
- Weekend parties or weekends at home with my 2 girls, husband & cat

Work Experience

LEE & ASSOCIATES - LOS ANGELES, CA

07/2022 – CURRENT

Marketing Specialist

- Design and production of fliers, brochures, postcards, offering memorandum, broker opinion of value and marketing materials.
- Worked closely with the agents to create eye catching marketing materials in a tight deadline environment.
- Created templates for the company to utilize in marketing properties, including social media, brochures, postcard and property presentations.
- Worked closely with the Research department to create marketing reports.
- Took the lead on projects as they came in from concept and design, to resource material to print production.

SPECTRUM CRE - ENCINO, CA

09/2018 – 07/2022

Marketing Manager

- Developed the company branding from employee resumes to stationary, and marketing guidelines. I was also responsible for creating marketing templates and material, including sale brochures, Broker Opinion of Value packages, email marketing and websites.
- Implemented and executed strategic marketing plans for the entire organization.
- Prepared on-line and print marketing campaigns. Creation and publication of all marketing material in line with marketing plans.
- Organized the marketing filing systems and populated the stock imagery and icon sets.

NAI CAPITAL - ENCINO, CA

07/2007 – 03/2018

Graphic Designer

- Design and production of fliers, brochures, postcards, offering memorandum, broker opinion of value and marketing materials, consistent with established company style guides.
- Worked with Clients on how best to incorporate the message into the client presentations or sales/leasing marketing material.
- Managed to complete more than double the productivity of the marketing department by working efficiently and creatively.
- Took the lead on projects as they came in from concept and design, to resource material to print production, to creating email marketing.

LA GRAPHICO - BURBANK, CA

08/2006 – 04/2007

Print Production

- Proof and preflight all incoming design work from major entertainment companies, (Disney, FOX, Universal, etc).
- Correct color, fonts, sizes and templates on mechanicals and all supporting documents to printer specs.

SNAPSHOT PUBLISHING, INC - LOS ANGELES, CA

03/2006 – 09/2006

Print Production, Graphic Designer

- Layout of publications (including formatting and scanning of photographs, fliers, and advertisements) within specified schedule and using design guidelines.
- Worked with clients on copy and grammar to ensure all errors were corrected on proofs and that publication style is maintained.

Education

BACHELOR OF ARTS IN FINE ARTS, 1998, HONORS (4.0 GPA)

University of California, Santa Barbara, CA

DIPLOMA IN DESIGN, 2005

Art Institute Pittsburgh - Pittsburgh, PA